

# New Order

**Agency:** Mundy Katowitz Media  
**Office:** Washington  
**Client:** 321 - Priorities USA Action  
**Product:** 340 - Issue  
**Piggyback Product:**  
**Estimate:** 1563 - Priorities USA Action TV & Cable 10-2 to 10-8

**Station:** WJLA-TV  
**Order Type:** Normal  
**Cancel Date:**  
**Billing Cycle:** Monthly  
**Billing Calendar:** Broadcast  
**Received in ePort:** 8/24/2012 9:26:57 AM

**Flight Start:** 10/02/2012  
**Flight End:** 10/08/2012  
**Hiatus:**

**Primary Demo:**  
**Demo 2:**  
**Demo 3:**  
**GRP:** 0.00  
**CPP:** \$0.00  
**GIMP:** 0  
**CPM:** \$0.00

**Local/National:** Local  
**Rep Office:** WJLA-TV  
**AE:** Barbara Monares  
**Phone:** 2264960  
**OrderID:** New  
**Status:**

**Airtime Dollars:** \$60,550.00  
**Interactive Dollars:** \$0.00  
**Non-Airtime Dollars:** \$0.00  
**Total Dollars:** \$60,550.00  
**Total Spots:** 38

**Comments:** Separation: 30

**MarketShare:**

## Daily Airtime Lines

Line	Daypart	DPT	Code	Rate	C/T	Len	10/2	10/3	10/4	10/5	10/6	10/7	10/8	Total Spots	Rtg	CPP	Imp	CPM
1	TuWThFM 6A-7A GOOD-WASH 600A<	EM		\$1,000.00	C	30	0	1	0	1	0	0	0	2	0	\$0.00	0	\$0.00
2	TuWThFM 7A-9A GD MRN AMR- ABC<	EM		\$1,800.00	C	30	1	0	1	0	0	0	1	3	0	\$0.00	0	\$0.00
3	Sa 7A-8A GMA SAT	WK		\$850.00	C	30	0	0	0	0	1	0	0	1	0	\$0.00	0	\$0.00
4	Su 8A-9A GMA SUN	WK		\$750.00	C	30	0	0	0	0	0	1	0	1	0	\$0.00	0	\$0.00
5	TuWThFM 9A-10A LIVE WITH KELLY<	DT		\$900.00	C	30	1	0	1	0	0	0	0	2	0	\$0.00	0	\$0.00
6	TuWThFM 10A-11A RACHAEL RAY<	DT		\$800.00	C	30	0	1	0	1	0	0	0	2	0	\$0.00	0	\$0.00
7	TuWThFM 11A-12P VIEW-ABC<	DT		\$1,300.00	C	30	0	1	0	0	0	0	1	2	0	\$0.00	0	\$0.00
8	TuWThFM 12P- 12:30P ABC7 NWS AT 12AVG. ALL WKS	DT		\$1,200.00	C	30	1	0	0	1	0	0	1	3	0	\$0.00	0	\$0.00
9	TuWThFM 12:30P- 1P MILLIONAIRE	DT		\$900.00	C	30	0	1	0	1	0	0	0	2	0	\$0.00	0	\$0.00

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Flight Start: 10/02/2012

Flight End: 10/08/2012

Received in ePort: 8/24/2012 9:26:57 AM

Line No	Daypart (Program)	DPT	Code	Rate	C/T	Len	10/2	10/3	10/4	10/5	10/6	10/7	10/8	Total Spots	Rtg	CPP	Imp	CPM
10	TuWThFM 1P-2P CHEW-ABC<	DT	\$900.00	C	30	0	0	1	0	0	0	0	1	2	0	\$0.00	0	\$0.00
11	TuWThFM 3P-4P ANDERSON	EF	\$1,200.00	C	30	1	0	0	1	0	0	0	0	2	0	\$0.00	0	\$0.00
12	TuWThFM 4P-5P KATIE	EF	\$1,700.00	C	30	0	0	0	0	0	0	0	1	1	0	\$0.00	0	\$0.00
13	TuWThFM 5P-6P ABC7 NWS AT 5<	EN	\$1,800.00	C	30	1	0	1	0	0	0	0	0	2	0	\$0.00	0	\$0.00
14	TuWThFM 6P-6:30P ABC7 NWS AT 6<	EN	\$2,000.00	C	30	0	1	0	1	0	0	0	0	2	0	\$0.00	0	\$0.00
15	TuWThFM 6:27P-6:30P ABC7 NWS AT 6<	EN	\$3,500.00	C	30	0	0	1	0	0	0	0	1	2	0	\$0.00	0	\$0.00
16	Su 6P-7P ABC 7 NEWS	PT	\$1,600.00	C	30	0	0	0	0	0	0	1	0	1	0	\$0.00	0	\$0.00
17	TuWThFM 7P-7:30P WHEEL-FORTNE<	PT	\$4,000.00	C	30	1	0	0	0	0	0	0	0	1	0	\$0.00	0	\$0.00
18	TuWThFM 7:30P-8P JEOPARDY<	PT	\$5,000.00	C	30	0	0	1	0	0	0	0	0	1	0	\$0.00	0	\$0.00
19	Sa 7P-7:30P WHEEL-FORTUNE	PT	\$1,800.00	C	30	0	0	0	0	0	1	0	0	1	0	\$0.00	0	\$0.00
20	Sa 7:30P-8P JEOPARDY	PT	\$1,800.00	C	30	0	0	0	0	0	1	0	0	1	0	\$0.00	0	\$0.00
21	TuWThFM 11:35P-12:05A NIGHTLINE	RT	\$1,700.00	C	30	0	0	1	0	0	0	0	1	2	0	\$0.00	0	\$0.00
22	Su 11P-12A ABC7 NEWS	LF	\$1,600.00	C	30	0	0	0	0	0	0	1	0	1	0	\$0.00	0	\$0.00
23	Sa 12:05A-1:05A CASTLE	RT	\$450.00	C	30	0	0	0	0	0	1	0	0	1	0	\$0.00	0	\$0.00
Total Spots:							6	5	7	6	4	3	7	38				
Total GRP:							0.0	0.0	0.0	0.0	0.0	0.0	0.0			0.0		
Cash\$ - Spots: \$60,550.00 - 38							Trades\$ - Spots: \$0.00 -							Total Cost: \$60,550.00				
														Total CPP/CMP: \$0.00				

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b>	<b>Date:</b>
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I, Mundy Katowitz Media  
do hereby request station time concerning the following issue:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

**Total Charges:**

This broadcast time will be used by: Priorities USA Action

**Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"**

☐ Yes
 ☒ No

\_\_\_\_\_

**I represent that the payment for the above described broadcast time has been furnished by:**

Priorities USA Action, 1101 15th St NW, 2nd Floor, Washington, DC 20005; Greg Speed, Treasurer

☐ a corporation; ☒ a committee; ☐ an association; ☐ or other unincorporated group.

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

**I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.**

**TO BE SIGNED BY ~~ISSUE~~ ADVERTISER**

\_\_\_\_\_

Date Signature Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

☒ Accepted      ☐ Accepted in Part      ☐ Rejected

Barbara Monares B Monares AE  
Signature Printed Name Title